

NO.1 A developer needs to add a third party tracking pixel to a Site using Adobe Dynamic Tag Management (DTM). This pixel is NOT actually an image request. The pixel uses JavaScript to dynamically send data to the third party tracking vendor. The pixels documentation states that it must be added to the pages <head> and executed before the <body> begins loading.

What type of rule should the developer use?

- A.** A page load rule firing at "Top of Page" with sequential JavaScript
- B.** A page load rule firing at "Onload" with sequential JavaScript
- C.** A page load rule firing at "Top of Page" with non-sequential JavaScript
- D.** A page load rule firing at "Onload" with sequential JavaScript

NO.2 A developer is using event16 on the confirmation page to capture any discount amount that was applied to the individual product at the time of purchase. Using a Dynamic Tag Management (DTM) rule on the confirmation page, the product string and event list are set as follows:

s.products = *;8675309;1;10.00:event16=2.00*

s.events = *purchase*

s.purchaseID =*12i4567*

After initial testing of the rule using the browser console a developer can see data for event16 within

the image request. After 30 minutes within Adobe Analytics, the developer notices that event16 is

NOT reporting any data.

What is causing this issue?

- A.** The event has NOT been configured in the interface to be included as part of the product string.
- B.** The event list should also include "event16".
- C.** The value of event16 must be in single quotes to process correctly.
- D.** The code is correct. Wait for the data to process.

NO.3 An Adobe Analytics developer needs to track what ads users see during a visit to the site using

Adobe Dynamic Tag Management (DTM):

Variable name: List1

When/where to set All pages when the ad appears on the page.

Business requirement: Track what ads the user sees in a visit

Variable Settings:

Name Ads

Delimiter: |

Expire after visit

Allocation: Full

The developer creates an event-based rule triggering on enters viewport which sets the ad name into

a custom variable "ad name". Which task should the developer use to set list1 in the

Adobe Analytics

section of the rule?

- A.** Set %ad name% in each of the rules Adobe Analytics hierarchy 1 fields and set the Delimiter to |

- B.** Set %ad name% in the rules Adobe Analytics list1 field and set the Delimiter to |
- C.** Put the following code in the rules Adobe Analytics Custom PageCode; s.list1 = _satellite.getVar('ad name');
- D.** Put the following code in the rules Adobe Analytics Custom Page Code: s.list1= '%ad name%'";

NO.4 An Adobe Analytics Developer needs to implement internal search tracking per the following Solution Design Reference (SDR):

| Variable | Variable Name | Business Requirement |
|----------|-------------------------|--|
| prop1 | Internal Search Phrase | Set with the value searched for by the visitor |
| prop2 | Internal Search Results | Set with the number of results returned for an internal search |

prop1 is being set with the internal search phrase on the click of the search button of the site. prop2 is set with the number of results immediately afterwards on the search results page. When analyzing the reporting and breaking down the number of results (prop2) by internal search phrase (prop1), the number of results does NOT return the phrases used. The reporting is NOT allowing the breakdown from prop2 to prop1. What is causing this issue?

- A.** A custom event was NOT used in the reporting for prop1 and prop2.
- B.** Two different props were being used.
- C.** prop1 and prop2 were NOT set at the same time.
- D.** Correlation has NOT been enabled for these props.

NO.5 Video measurement reports in Adobe Analytics are not being populated. The developer confirms that Video Reporting has been enabled in the Adobe Analytics Console. What might be causing this issue?

- A.** The Adobe Analytics Media Module has not been added to appMeasurement.
- B.** s.videoMeasurement has not been set to "true" in appMeasurement.
- C.** The Adobe Analytics videoMeasurement plug-in has not been added to appMeasurement.
- D.** s.video.Track is set to "false" in appMeasurement.

NO.6 A 'global' page load rule is set to load on all site pages EXCEPT the search results page, which will return results to the page via ajax instead of the standard page load. Which two actions should be taken so that the ajax search results can be correctly tracked as a page view?

(Choose two.)

- A.** Create a condition within the global page load rule so the rule will NOT fire on the search results page
- B.** Create a function using setTimeout that will call a page view direct all rule after waiting a few milliseconds so ajax can return
- C.** Create a direct call rule that will set the appropriate page load variables on the search results page only
- D.** Set the global page load rule to trigger at top of page so it will wait for ajax to return

NO.7 An organization already has a cookie in place to track a visitor's analytics opt-out status. The organization wants to have Dynamic Tag Management (DTM) utilize this same cookie. How should this be configured?

- A.** Update the s.cookieOptOut variable in the Adobe AppMeasurement Library.
- B.** Set the Tracking Cookie Name in the DTM property settings.
- C.** Uncheck the EU Cookie Compliance checkbox in the DTM publish menu.

NO.8 A developer is trying to add product data to an Adobe Analytics call through Dynamic Tag Management (DTM) on a new DTM property. The developer has created a page load rule triggering at the bottom of the page. The site has a legacy Adobe Analytics implementation. A tracker variable name of s2 has been entered in the Adobe Analytics tool configuration. The developer adds the code below to the rule's Adobe Analytics custom page code: s2.products="test"; The Adobe Analytics beacon is not populating the product variable. What is causing this issue?

- A.** The syntax should be s2.product="test":
- B.** The developer needs to add "products" to s2.linkTrackVars in the custom code.
- C.** Two Adobe Analytics instances cannot appear on the same page.
- D.** The developer needs to set s.products not s2.products.

NO.9 A developer needs to implement a hierarchy variable that will provide the site section and subsection for each page of the site. An example of how "s.hier." is being set on a page at this time is as follows; s.hier1 = 'Clothing.Men's Clothing.Large Red T-shirt' The reporting for "Hierarchy 1" shows a value of the following: 'Clothing-Men's Clothing.Large Red T-shirt'/ Why does Adobe Analytics reporting show a value such as above for Hierarchy 1?

- A.** Hierarchy variables cannot be comma delimited.
- B.** Special characters are NOT supported in hierarchy variables
- C.** The value passed into 's.hier1' is NOT using the correct delimiter.
- D.** Pathing is NOT enabled for the Hierarchy 1 variable.

NO.10 While deploying Adobe Dynamic Tag Management (DTM) on a new site, the developer identifies the following JavaScript error in the console of the browser:
Uncaught ReferenceError: _satellite is not defined.
What is causing this error?

- A.** The site has the DTM header deployed but not the footer.
- B.** The DIM property must be published after the header and footer are deployed.
- C.** The DTM property must be approved after the header and footer are deployed.
- D.** The site has the DTM footer deployed but not the header.

NO.11 Adobe Analytics reports populate data for total revenue as well as units. No product IDs show in the reporting for orders. After completing a test purchase of products A (2 for \$15 per unit totaling \$30) and B (5 for \$20 per unit totaling \$100). The Adobe Analytics product variable is being sent as follows:
s.products = "product A;;2:30. product B;;5:100"
What code change to the product variable should be made to correct the lack of product-level reporting in Adobe Analytics?

- A.** s.products = ";product A;2:15;;product B;5:20"
- B.** s.products = ";product A;2:30;;product B;5:100"
- C.** s.products = ";product A2:30;;product B.5,100"
- D.** s.products = ";product A;2:30;;product B;5:100"

NO.12 An Adobe Analytics developer needs to measure each step of a single-page application using Adobe Dynamic Tag Management (DTM). The developer needs to set page name at each step, along with the value from the visible URL. At every step in the single-page application, the page does not reload, but the visible URL changes. The developer creates a Page load rule that is set to fire at "On Load" and sets a Page Name with the URL. When viewing reporting for the single-page application, the number of page views seem low. Only one URL appears in the page name report. How should the developer fix this problem?

- A.** Change the Page Load rule to a Direct Call rule with the condition Event Type of "pushState".

- B.** Use an event-based rule in DTM with the condition Event Type of 'urlChange'.
- C.** Set a Direct Call Rule that fire at each step with a setVar for the page name value.
- D.** Change the condition of the Page load rule to "DOM Ready".

NO.13 Using Adobe Dynamic Tag Management (DTM), a developer needs to capture the value of the query parameter 'cid' when it is present in the site URL. The developer needs to set that value in eVar7. The developer plans to capture this parameter and set its value in eVar7 within a page load rule, using the data element below:

The screenshot shows the configuration for a Data Element in Adobe Dynamic Tag Management. The 'Name' field is 'cid_parameter'. The 'Type' is 'URL Parameter'. The 'Case insensitive match' checkbox is checked. The 'Parameter Name' field is 'cid'. The 'Default Value' field is empty. The 'Force lowercase value' checkbox is checked. The 'Scrub whitespace and linebreaks using cleanText' checkbox is checked. The 'Remember this value for' dropdown is set to 'Pageview'.

What page load rule condition should

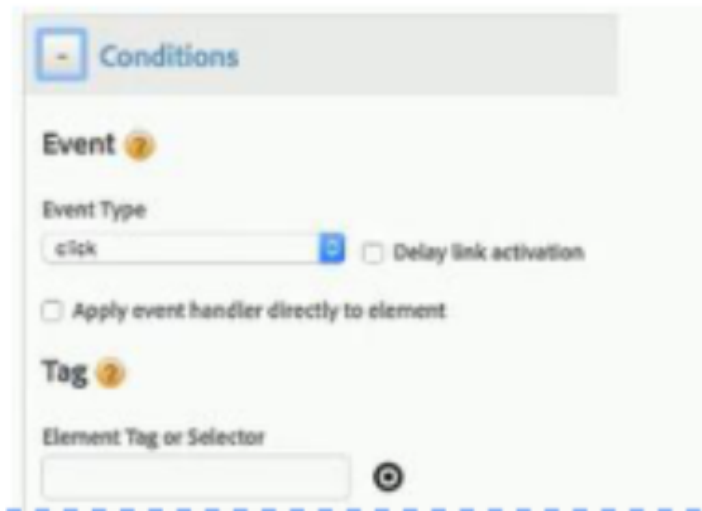
the developer use to meet the requirements?

- A.** The URL Parameter condition with a value of, %cid%
- B.** A URL Path condition with a value of "cid"
- C.** A Data Element Value condition using a regular expression
- D.** The URL Parameter condition with a value of %cid_parameter%.

NO.14 A site analyst request access to Dynamic Tag Management (DTM) to review variable mappings and code.

How should a site administrator grant only these specific user permissions?

- A.** Ask the development team for user credentials to gain access to DTM.
- B.** Grant 'User' access to the analyst through the Adobe Marketing Cloud permission settings.



C. Contact Adobe Client Care to grant the analyst "view-only" permissions for publishing within DTM.

D. Grant 'Publisher' access to the analyst through the Adobe Marketing Cloud permission settings.

NO.15 A site analyst is using Adobe Analytics reports to review the

progress of a recently launched paid search campaign. The paid search keywords report in Adobe Analytics has no data for the current month. How should this problem be fixed?

A. Configure the "Paid Search Detection" rules to include all campaign URL parameters.

B. Request access to the "Paid Search Detection" report in the admin console.

C. Create a "search keyword classification" on the campaign variable.

D. Enable campaign tracking reporting in the UI.

NO.16 A developer needs an event-based Adobe Dynamic Tag Management (DTM) rule so that a

custom event can be triggered when either of the hyperlinks below is clicked:

```
<a class="account" title="Manage account" href=https://account.somesiteurl.com?login=yes' data-
```

```
trackme;" true">Manage account </a>
```

```
<a class="account" title="another link" href=https://acccount.somesiteurl.com' data-trackme="true">another link</a>
```

What 'Element Tag or Selector' should be applied as the condition to this DTM event-based rule to fire a beacon rule when either link is clicked?

- A.** a[trackme='true']
- B.** a:data('trackme')
- C.** a.attr('data-trackme')
- D.** a[data-trackme='true']

NO.17 Refer to Exhibit:

A developer needs to create a page load rule that will fire on only the homepage of the site, at "<http://www.oursite.com/>.' A page load rule named 'Homepage Rule' has been created as shown in the exhibit.

The developer sees the following in the console of the browser on All pages of the site: SATELLITE: Rule "Homepage Rule" fired.

What change needs to be made to the condition of the page load rule shown so that this rule fires

only on the actual homepage of the site?

- A.** Change the swing of the path above to a Regular expression equaling exactly "/".
- B.** Change the path string to '<http://www.oursite.com/>
- C.** Change the 'Path' dropdown above to "Equals" as opposed to "Include".
- D.** Change the "Trigger rule at" option to "Top of Page".

NO.18 Participation metrics assign full credit from success events to all values of a variable that was passed during a visit. An Adobe Analytics user needs to view a participation metric (event 30) on a specific traffic report (prop18). For this to work within Adobe Analytics, which action must the Admin take?

- A.** Participation on prop18 only.
- B.** Enable participation on prop18 and event30
- C.** Participation on event30 only.

D. Enable linear allocation on prop18.

NO.19 A developer needs to approve two rules in Adobe Dynamic Tag Management (DTM). The rule approval screens that only the option to approve a single rule at one time. Which change should be made in DTM so that the developer can approve two rules?

- A.** Enable Multi-Rule Approval in the Analytics tool.
- B.** Approve the rule in the Analytics Admin Console.
- C.** Approve the rule from the individual rule's settings.
- D.** Enable Multi-Rule Approval in the property settings.

NO.20 The analytics solution design reference (SDR) for a new deployment notes that eVar1 should contain the value of the page name. While looking at the previous SDR, the developer notices that the previous developer decided to set eVar1 with the hard coded data layer value of "digitalData.pageData.pageName".

The developer needs a condensed image request. What should the developer do?

- A.** Continue to use the previous developer's method.
- B.** Use a prop to capture the page name.
- C.** Use custom code to populate eVar1.
- D.** Use dynamic variables to reference the page name.

NO.21 s.pageName is included within the image request of a track link call. What is the result?

- A.** An exit link is recorded.
- B.** Both a page view and a custom link track are recorded.
- C.** Adobe Analytics ignores s.pageName on s.tl() calls.
- D.** A page view is recorded despite the call being made via s.tl().

NO.22 A developer creates a Page load rule in Adobe Dynamic Tag Management (DTM) that should capture a visitor's transaction ID when a purchase is completed on the site at "http://www.oursite.com/complete.html." The condition of this page load rule in DTM is as shown:

Assume the "Path" condition of this rule was not present, as seen below

What would be the outcome in the situation?

- A.** The rule would no longer function because all page load rules need a path condition.
- B.** The page load rule could incorrectly fire anywhere that the "transaction_id" data element is present.
- C.** The rule would NOT function because page load rules require two conditions.
- D.** There would be no difference in the firing of this page load rule.

NO.23 When a visitor adds a product to the cart, the method in which the visitor found product on the site (i.e.,

"Product Finding Method") is set in an eVar12 as a merchandising eVar. An example of the data

being sent to Adobe Analytics when a cart add beacon/server call is fired is shown below:

There are no values in eVar12 reporting, and the syntax for eVar12 is correct. Only one product can

be added to a cart at a time. The cart add event properly shows in the products report for products

such as 'product A' above.

Why are the cart adds and the product report populated, while the reporting for eVar12 contains no values?

- A.** eVar12 is improperly configured for 'product' syntax in the Adobe Analytics Admin Console.
- B.** Merchandising variables tied to products must always be set in the product string with the corresponding product.
- C.** eVar12's merchandising binding event is incorrectly set to the scAdd event
- D.** A custom event should also be set with a merchandising eVar.

NO.24 A developer needs to measure the number of times that a visitor adds a product to their

shopping cart on an e-commerce site. The cart add functionality of the result in an error when the

visitor pushes the 'Add to Cart' button if a quantity has not been entered.

What type of Dynamic Tag Management rule and condition allows the developer to track cart adds?

- A.** An Event rule that will fire whenever the submit event occurs
- B.** A Direct Call rule that occurs immediately after a product is added to a visitor's cart
- C.** An Event rule that will fire on the click of the "Add to Cart" button

D. A Direct Call rule that is set to fire on the click of the "Add to Cart" button

NO.25 The screenshot

| Name Path | Status Text | Domain |
|---|------------------|------------------|
|  assets.adobe.com/50a462990408bcaa71c446e1738a44b3b4358a84 | 404 Not Found | assets.adobe.com |

In a new DTM property, what is the likely cause of this error on the embedded page?

- A.** The DTM property has not been published.
- B.** Unsupported DTM functions have been used within custom code.
- C.** Sequential JavaScript has been used in a third party tag instead of the required Non-Sequential JavaScript.
- D.** A tool needs to be added to the DTM properly.

NO.26 A developer needs to track the quantity and revenue amount of products that are added to

the shopping cart of an e-commerce site. The developer will be using event5 for the revenue amount

add to the cart and event6 for the quantity of the product added to the cart After implementation,

and creating several tests of the cart add on the site, there are no values in Adobe Analytics reporting

for event5 or event6. The product string at the time of the cart add when adding 5 units of product

"12345" for a total of \$100, looks as shown:

s.products = ";12345:event6=5:event6=100"

What code change to the product variable should be made to correct event5 and event6?

- A.** s.products=";12345;;;event5=100|event6=5"
- B.** s.products="12345;5;100"
- C.** s.products="12345;;;event5=100|event6=5"
- D.** s.products="12345;;;event5=100.event6=5"

NO.27 When validating the measurement of AJAX events via an Adobe Analytics Dynamic Tag

Management (DTM) implementation (with DTM in debug model) the message below is visible in the

developer console of the web browser. The direct call rule, "ajax_event" should be setting custom

event1:

SATELLITE:Direct call Rule "ajax_event" not found.

How should a developer fix this debug notification?

- A.** in DTM, publish the "ajax_event" direct call rule.
- B.** in DTM, add custom event1 to the "ajax_event" direct call rule.
- C.** in DTM approve the "ajax_event" direct call rule.
- D.** in DTM, create a new direct call rule with the name "ajax_event".

NO.28 A developer needs to capture the value of the search term parameter "q='found in the URL on the search result page and set eVar2. Which data element type accomplishes this task most efficiently?

- A.** JavaScript
- B.** Custom Script
- C.** Query Param
- D.** Cookie Values

NO.29 An Adobe Analytics Developer needs to set s.campaign with the query string value whenever a query string of

?cid=[[value]] is present in the URL. The client does NOT want s.campaign to track duplicate values during the same visit to avoid tracking duplicate clickthroughs.

The developer has developed the following code in AppMeasurement:

```
s.campaign = s.Util.getQueryParam('cid');
```

Which line of code should be used to meet the rest of the tracking requirement?

- A.** s.campaign = s.Util.uniqueVal;
- B.** s.campaign = s.getValOnce('cid');
- C.** s.campaign = s.Util.cookieRead('s_campaign');
- D.** s.campaign = s.getValOnce(s.campaign, 's_campaign');

NO.30 A developer needs to populate a variable with multiple values on the same server call to capture the IDs of ads that are present on a page view. The developer decides to implement this as a part of the product variable of Adobe Analytics. The developer also does NOT wish to include ad IDs

with the product IDs in product reporting. Below is the product string that is set to capture all ads that are present on the view of a page:

```
s.products = "add view;;;prop1=ad_2468;add view;;;prop1 = ad3579;add view;;;prop1=ad_112233" After implementation, Adobe Analytics reporting shows no values for prop1.
```

Why are there no values for prop1 in Adobe Analytics reporting?

- A.** The product String is formatted incorrectly.
- B.** Prop has NOT been enabled for list support
- C.** The "products" variable does NOT support the use of traffic variables
- D.** Each product with the "product" variable must have a category.

NO.31 A developer adds several Adobe Analytics plug-ins within appMeasurement. NO reports for these plug-ins are being populated in Adobe Analytics. What is causing this issue?

- A.** s.usePlugins is set to 'false' in appMeasurement
- B.** Plug-Ins have NOT been enabled within the Adobe Analytics Admin Console.
- C.** The reports are NOT configured for plug-in within the Adobe Analytics Admin Console.
- D.** The "plains" module has NOT been added to appMeasurement.

NO.32 A developer creates a rule that loads at the top of each page. This rule contains both JavaScript and jQuery that is used to grab <h1> text from each page. After initial testing, the following error occurs in the browser console:

"jQuery is not defined"

What is causing this error?

- A.** The <h1> page text that the jQuery script is looking for is unavailable.
- B.** Because JavaScript loads first it sometimes creates a race condition that causes jQuery to fail.
- C.** The page is not loading the latest version of the JQuery library.
- D.** Because the rule is sequential the call to jQuery fails because the library is not available.

NO.33 A developer is adding the Adobe Analytics tool to a new Adobe Dynamic Tag Management (DTM) property.

The Adobe Analytics implementation will support multi-suite tagging. When adding multiple report

suites to the Adobe Analytics configuration without making any other changes, the developer

receives a warning message when saving the Adobe Analytics tool.

What is the reason for this issue?

- A.** "Code Configuration" under, 'Library Management,' must be set to "Custom".
- B.** Configure the "Tracking Server" and "SSL Trading Server" in "General" settings.
- C.** "Enable Automatic Configuration" must be checked if multi-suite tagging is used.
- D.** The site's domain must be added to the "Link Tracking" configuration.

NO.34 A developer needs to trigger an Adobe Analytics s.tl() onClick on all buttons across all pages in one of the site directories. The developer creates a direct call rule to set the s.tl() for the buttons.

For example:

www.acme.com/pageswithbuttons/index.html

www.acme.com/pageswithbuttons/anotherpagewithbuttons.html

Dynamic Tag Management (DTM) is currently embedded on all site pages. There is no data layer on the site.

The site's IT team is too busy to help the developer.

Why is a direct call rule an inappropriate solution for the problem?

- A.** s_code's doPlugins is appropriate for this type of tracking within DTM
- B.** Direct call rules only have one condition (a string to call the rule)
- C.** Direct call rules have many conditions but NOT a pathname condition
- D.** A Page Load rule can fire a s.tl()

NO.35 A developer needs to tag a single page application with Adobe Dynamic Tag Management.

The URL of the application changes as the user moves from "page" to "page".

What event type for an event-based rule should be used?

- A.** pushState or hashchange
- B.** page loaded
- C.** custom
- D.** focus

NO.36 An Adobe Analytics developer needs to track all page clicks Except for "footer" links. All footer

links live within the "div id='footer'" CSS class. How should CSS be written within an event-based rule

to include all links EXCEPT for footer link clicks?

- A.** A:not(div#footer)
- B.** A:not(div id#footer)
- C.** A:not(div#footer)
- D.** A:not(div.footer)

NO.37 The following code is returning an error in the console.

The code was placed in a page load rule set to trigger at the bottom of the page in the Adobe

Analytics

"Custom Page Code".

```
if(someVariable){  
  _satellite.setVar("varA", someVariable);  
  s.eVar1 = _satellite.getVar("varA");  
}
```

What is the most likely cause of the console error?

- A.** The function getVar should have been readVar.
- B.** A custom tracker variable other than s may have been used.

- C.** The variable someVariable was not error checked for typeof "undefined".
- D.** The code should have been placed in a direct call rule.

NO.38 An Adobe Analytics Developer is provided a Solution Design Reference (SDR) with the

following requirement:

After implementing the above requirement at purchase completion NO coupon codes are present in reporting.

The product variable below is observed during testing:

| Variable | Set when/where | Business Requirement |
|----------|---------------------|---|
| eVar6 | Purchase Completion | Upon purchase completion in the online store, capture the discount code used by a visitor for each product, if a discount is used. Only one discount code can be applied per product and each product can have a different discount code. |

s.products = ";Widget A:2;50.65:eVar6=discount code 1.;widget B:1:25.75;eVar6=discount code 2.;widget C:3;99.99;eVar6=discount code 3" What in the eVar6 settings is causing this issue?

- A.** eVar6 is configured as a list variable.
- B.** eVar6 is configured as product syntac merchandising eVar.
- C.** eVar6 is NOT configured as a list var to support multiple values.
- D.** eVar6 is in the incorrect position within the product variable

NO.39 A developer needs to track when a user clicks on the "Our Team" and "Career" banner

buttons. The developer does NOT need to track when a user dicks the "awards" banner button on the

"about us" page. All three buttons are identified with a unique id (div id ='team1'. etc) but are nested

within the parent "div class="banners"" How should CSS be configured with an event-based rule to

meet the requirements?

- A.** Add the following CSS within the DTM UI of the rule: div.banners,:not(div"awards>
- B.** Use a cookie and evaluate the div id of the banner click to determine if it should be included or excluded
- C.** Add the following CSS within the DTM UI of the rule: div#team.div#careers:~(div.banners)
- D.** Use custom code within the event-based rule

NO.40 A developer needs to add the browser referrer value to the page data layer. No developer

resources are available to make the change on the page. The developer needs to use DTM to include the page referrer without changing the actual source code. How should the developer modify the data layer?

- A.** Use a page load rule that executes at top of page to add the 'digitalData.page.pageReferrer' attribute to the data layer within DTM after the _satellite pageBottom() function fires.
- B.** Call a data element that contains the browser referrer at page bottom. Add the "digitalData.page.pagerefferer" attribute to the data layer within DTM to include the value of the data element.
- C.** Create an event based rule to set the data layer with the value of the referrer.
- D.** Set a cookie at page bottom that contains the browser referrer (if it exists). Use a direct call rule to set the data layer in DTM with the value of the cookie.

NO.41 A developer needs an Adobe Dynamic Tag Management (DTM) Event rule so that a custom event can be triggered when the dropdown/select field below has a change in its value:

```
<select names= "cat" id="cat" class="postform"></select>
```

What DTM Event type and CSS selector should be applied?

- A.** Event type of "dropdown" and a CSS selector of ".cat".
- B.** Event type of "focus" and a CSS selector of ".cat"
- C.** Event type of "change" and a CSS selector of "#cat"
- D.** Event type of "select" and a CSS selector of "#cat"

NO.42 A developer needs to track all page links except for page navigation. All page navigation links are labeled with the *.nav* CSS class. How should CSS be used with an event-based rule to include all links EXCEPT for navigation?

- A.** Using JavaScript add code to the rule that will evaluate the class of the link click and determine if it should be included or excluded
- B.** Using the custom code section add the following to the rule: s.linkExternalFilters=".nav"
- C.** Add the following CSS to the UI of the rule: A.:except(.nav)
- D.** Add the following CSS to the UI of the rule: A:not(.nav)

NO.43 A developer marks an event-based rule as "Inactive" in Adobe Dynamic Tag Management (DTM) as shown:

This DTM rule sets custom event 15, Although marked as 'Inactive' custom event15 still reports values in production reporting. Why is there reporting in Adobe Analytics for event15 when the rule has been made "Inactive?"

- A.** DTM Rules must be deleted in order to no longer send production data
- B.** DTM Rules must be approved and published before they are inactive in production.
- C.** event15 must be removed from the DTM rule above when the rule is made "Inactive".
- D.** The Adobe Analytks tool must be removed from the DTM rule above tor eveni15 to no longer be set.

NO.44 The following code in Dynamic Tag Management (DTM) is failing to send eVar1. The Adobe Analytics tool is property configured and set to manage s.code with the correct embed code on the page. The page load rule is set to fire at the bottom of the page and the code is in the custom code rule condition, s.eVar1="some value"; s.t(); return true Why is eVar1 not working?

- A.** There is a syntax error in the code.
- B.** The code must be set in the rule's Adobe Analytics custom page code.
- C.** The line s.t(); should be removed.
- D.** s does not have global scope and cannot be called in the custom rule condition.

NO.45 What the quickest way to roll back a recent change if the developer notices an error of missing data?

- A.** Using the publishing queue within the DTM property, select the previous version, save changes, and publish to production.
- B.** Using the history tab within the DTM properly, select the previous version save changes, and publish to production.
- C.** Comment out the entire plugin in DTM. save the change, and publish to production.
- D.** Enable the DTM switch fix the rule directly within DTM, save changes, and publish to production.

NO.46 An Adobe Analytics developer is tagging a video player with Adobe Analytics. The Media Module is configured correctly. Correct beacons can be seen in the debugger. The video reports do NOT display in Adobe Analytics. What a causing this issue?

- A.** Video Reports are NOT enabled in the Adobe Analytics Admin Console for the report suite.
- B.** The SAINT classifications art NOT configured for video reporting.

- C.** The context variable are NOT mapped with processing rules.
- D.** Reports are NOT enabled in the Video Admin Console.

NO.47 An Adobe Analytics developer needs to create a classification rule in Adobe Analytics for a new eVar. The developer is in the rule builder tool and is adding the first rule to the new ruleset. They have developed the rule type and match criteria. No classifications for the new eVar appear in the list of available variables for the correct report suite. What is a possible reason for this issue?

- A.** The developer needs to use the rule builder to create the new classifications for the eVar.
- B.** The developer needs to log out and back into Adobe Analytics for the variables to display.
- C.** The developer needs to wait for data to be collected for 24 to 48 hours before the variables will display in the list
- D.** The developer needs to create the classification report names for the eVar before creating the rule set in the rule builder.

NO.48 A developer needs to implement an eVar that will count the number of page view that are seen during each visit after a visitor has entered the site from a marketing campaign. The developer has enabled eVar6 in the report suite for the site, and has configured it as a counter eVar. This eVar is set on every page view after the visitor has entered from a marketing campaign as shown: s.eVar6=+1":

What happens in reporting if eVar6 is set as shown?

- A.** eVar6 reporting is NOT populated because the '+' is NOT allowed in an eVar.
- B.** eVar6 reporting increments for the visitor each time the "+1" is set
- C.** A simple string of "+1" is visible in eVar6 reporting.
- D.** eVar6 does NOT report properly because counter eVars must increment by 1 (+2, +3, etc.) each time it is set.

NO.49 A developer needs to track an e-commerce 'thank you' page. In the example shown, the customer buys four of the same t-shirts at a cost of \$9.95 each. The data layer on that 'thank you' page is as follows:

```

var digitalData={
  "transaction": {
    "item": [
      {
        "quantity": 4,
        "price": {
          "basePrice": 9.95,
        }
      },
      "productInfo": {
        "sku": "abc123",
        "category": "t-shirts"
      }
    ]
  },
  "purchaseID": "123456789",
}

```

Which of the following s.products is correct?

- ☐ s.products = digitalData.transaction.item[0].productInfo.category+";" + digitalData.transaction.item[0].productInfo.sku + ";" + digitalData.transaction.item[0].quantity + ";" + digitalData.transaction.item[0].price.basePrice;
- ☐ s.products = digitalData.transaction.item[0].productInfo.category+";" + digitalData.transaction.item[0].productInfo.sku + ";" + digitalData.transaction.item[0].quantity + ";" + (digitalData.transaction.item[0].price.basePrice * digitalData.transaction.item[0].quantity) ;
- ☐ s.products = digitalData.transaction.item[0].productInfo.category+";" + digitalData.transaction.item[0].productInfo.sku + ";" + digitalData.transaction.item[0].price.basePrice + ";" + digitalData.transaction.item[0].quantity;
- ☐ s.products = digitalData.transaction.item[0].productInfo.category+";" + digitalData.transaction.item[0].productInfo.sku + ";" + (digitalData.transaction.item[0].price.basePrice * digitalData.transaction.item[0].quantity) + ";" + digitalData.transaction.item[0].quantity;

- A. Option A
- B. Option B
- C. Option C

D. Option D

NO.50 A new iOS mobile app was recently published in Apple's App Store with Adobe Analytics implemented within the app. What allows the app developer to view the number of app launches since the app was published?

- A. Out-of-box s_code functionality
- B. AppMeasurement mobile install plugin
- C. Mobile SDK lifecycle metrics
- D. DTM custom events

NO.51 A developer creates an Event rule in Adobe Dynamic Tag Management (DTM) that fires when a hyperlink with the ID of "analytics event" is clicked. The developer also needs to capture the text of the hyperlink and set that in eVar1 within the same DTM Event rule.

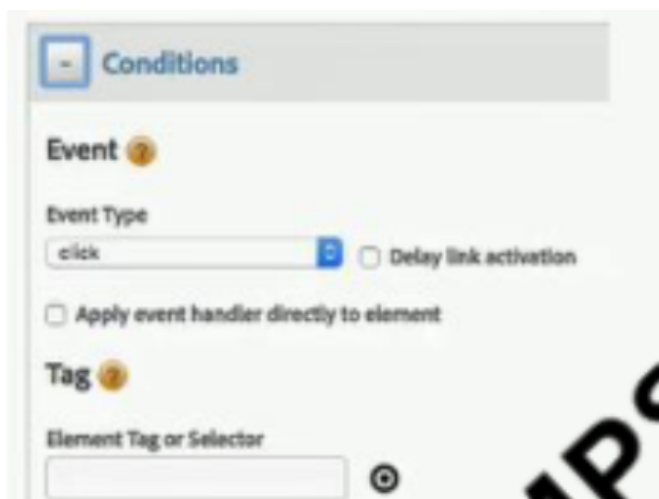
How should the developer capture the text clicked in eVar1, using Adobe DTM?

- A. Add eVar1 to the "Pageviews & Content" settings of the Adobe Analytics tool
- B. Add eVar1 to the "Always Track" section of the 'Link Tracking' settings of the Adobe Analytics tool
- C. Set eVar1 to "%target.text%" in the rule's settings for eVar1
- D. Set eVar1 to "%this.text%" in the rule's settings for eVar1

NO.52 An Adobe Analytics Developer needs to Add the 'Marketing Cloud ID Service' tool to a DTM property. The 'Marketing Cloud Organization ID' is NOT pre-populated. The developer needs to contact Client Care to get the ID. What is causing this issue?

- A. The developer does not have admin access to either the DTM property or Adobe Analytics
- B. The company needs to provide an SSL certificate to Adobe.
- C. The company needs to be configured for RDC.
- D. The company needs to be provisioned for the Marketing Cloud ID service.

NO.53 A developer needs an event-based Adobe Dynamic Tag Management (DIM) rule so that a custom event can be triggered when either of the hyperlinks below is clicked:



What "Element Tag or Selector" should be applied as the condition to this DTM event-based rule to fire a beacon when either link is clicked?

- A.** `a[contains='link']`
- B.** `a.contains('link')`
- C.** `a[value*='link']`
- D.** `a:contains('link')`

NO.54 A developer needs to use Adobe DTM to track when a visitor completes the email sign-up from on a site.

After looking at the page source, the developer notices that the sign-up form is actually an iframe that reference HTML from another section of the developer's site. How should the developer implement this requirement?

- A.** Place the DTM header code on the iframe page so DTM can treat this like any other site page.
- B.** Create a data element to capture the domain of the iframe and use the data element value as the condition of the page load rule that sends the analytics data on submit of the signup form.
- C.** Add custom code to the Analytics Tool and then place the event rule within the iframe.
- D.** Ask IT to remove the iframe and add the HTML directly to the form page.

NO.55 A developer creates a global page load rule that loads on all page views and uses data elements that are mapped to a page data layer. After initial testing of the rule, the developer notices that the rule does not execute. The developer sees the following error in the browser console: 'data layer is not defined'. What is causing the error?

- A.** The data layer will not be defined on the page until `_satellite.pageBottom()` has executed.
- B.** The DTM header code is deployed after the data layer so it is not defined when the global page load rule executes.
- C.** The DTM header code is deployed before the data layer so it is not defined when the global page load rule execute.
- D.** The data layer is not defined because `_satellite.pageBottom()` is not set on the page.

NO.56 An Adobe Analytics developer needs to create a base code configuration that meets the

following goals for a new Adobe Analytics customer:

- * Utilizes the Marketing Cloud Visitor ID service
- * Does NOT rely on CNAME or SSL certificate
- * Uses the Pacific Northwest data center
- * Company namespace is "acme"

Which tracking code should be used?

- A.** s.trackingserver = "acme.sc.omtrdc.net";
- B.** s.trackingserver = "acme.d1.122.2o7.net";
- C.** s.trackingserver = "acme.122.2o7.net";
- D.** s.trackingserver = "metrics.acme.com";

NO.57 An event-based Adobe Dynamic Tag Management (DTM) rule is needed to that a custom

event can be triggered when the hyperlink below is clicked:

`<a class="account" title="Manage account"`

`href='https://account.somesiteurl.com?login=yes'>Manage account` Below is an example of the

"Element Tag or Selector" condition setting for an event-based rule in DTM:

The image shows a screenshot of the Adobe Dynamic Tag Management (DTM) interface, specifically the 'Conditions' configuration panel. The panel is divided into two main sections: 'Event' and 'Tag'. The 'Event' section is expanded, showing 'Event Type' set to 'click' and 'Delay link activation' unchecked. The 'Tag' section is also expanded, showing 'Element Tag or Selector' with an empty text input field and a search icon.

What "Element Tag or Selector" should be applied as the condition to this DTM event-based rule to fire a beacon on the link's click?

- A.** *account[title= "Manage account"]
- B.** #titles= "manage account"
- C.** .account[title= 'Manage account*]
- D.** .titles "manage account"

NO.58 An Adobe Analytics developer needs to set a custom event when a visitor views the footer of any page when scrolling "below the fold." This event will be implemented via Adobe DTM. The developer has created a new page load rule that is set to the condition of "page bottom" and sets the custom event. The event fires on all page views as soon as the page is loaded. How should the developer change the implementation to set the custom event when the visitor scrolls down to the site footer on each page?

- A.** Change the condition of the page load rule to "Onload".
- B.** Change the condition of the page load rule to "DOM Ready".
- C.** Create an event-based rule with a condition of "Enters Viewport" when the footer is visible.
- D.** Create an event-based rule with a condition of "Focus" when the footer is "Focused" on by the visitor.

NO.59 A developer needs to deploy a third-party marketing pixel on the "thank you" page of a sign-up form found in this location: "/submission/thanks.html". After testing a page load rule with a condition to execute the pixel on a path match "/submission/thanks.html" the developer notices in that console that the rule does not execute. The "condition is not met". What is causing the condition of this rule to fail?

- A.** The rule should contain a condition to correctly match the path of the "thank you" page.
- B.** The rule should contain a condition to match on the full URL path not just a certain directory.
- C.** The rule should contain a path condition that will match the domain and URL
- D.** The rule should contain an additional condition to match on the domain.

NO.60 What is a common use case for the History tab within a Dynamic Tag Management (DTM) property?

- A.** To review who approved rules within the property
- B.** To review activity by user account within DTM
- C.** To review when tools were activated within DTM
- D.** To review which rules were published within DTM

NO.61 A developer needs to add a third party tracking pixel to the site using Adobe Dynamic Tag Management (DTM). This pixel is a hardcoded chunk of HTML. The pixel's documentation states that

it must be added to the page's <body> and should be executed as high up as possible. What type of rule should the developer use?

- A.** A page load rule firing at "Top of page" with non-sequential HTML
- B.** A page load rule firing at "Top of page" with sequential HTML.
- C.** A page load rule firing at "DOM Ready" with sequential HTML.
- D.** A page load rule firing at "Bottom of page" with sequential HTML

NO.62 A developer needs to configure variables to meet the following requirements:

1. All links of the site at "www.oursite.com" are NOT counted as exit links
2. All currency is measured in US dollars
3. Clicks on download links are tracked

Which selection of code meets the requirements

- A.** Option A
- B.** Option B
- C.** Option C
- D.** Option D